

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT No. # 255237

1. THE NAME OF THE CANDIDATE IS: Carlos Gimenez
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF Miami Dade Co. Mayor in
the ☒ Primary Election, ☐ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Carlos Gimenez Campaign
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Adam Cedrati
5. THE CONTACT PERSON FOR THE PURCHASER IS:

Tere Gutierrez
Name Noiseworks Media
814 Ponce de Leon Blvd #204
Address Coral Gables, FL 33134
305.418.0118
Phone Number

6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Adam Cedrati

* The Treasurer is often the only top officer of a Candidate Committee.



WPLG

ORDER

Flight Dates **07/30/12-08/05/12**

Contract / Revision **255237 /**

Original Date / Revision
07/26/12 07/26/12

Advertiser **POL Carlos Gimenez Mayor**

Agency **NW Media**

Buying Contact **Jennifer Lara**

**814 Ponce De Leon Blvd
Suite 204
Coral Gables, FL 33134**

Product

7/30 - 8/5

Agency Com 15%

Billing Contact

**814 Ponce De Leon Blvd
Suite 204
Coral Gables, FL 33134**

Sales Office MIA

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL GEN

Product Codes PL-Local-Political

Priority P-2

Advertiser Ref

Primary Account Executive
Local House

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Local House | 100% | | |

Order Share 33% Market Value 15909

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| WBFS | % | 0 |
| WBZL | % | 0 |
| WFOR | 20% | 3181 |
| WPXM | % | 0 |
| WSVN | 27% | 4295 |
| WTVJ | 20% | 3181 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------------|-------------------|-------------|------------|----------|---------|------------|--------------|
| August 2012 | 9 | \$4,462.50 | \$5,250.00 | 0.00 | 07/30/12 | 08/05/12 | 9 | \$4,462.50 | \$5,250.00 |
| Totals | 9 | \$4,462.50 | \$5,250.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-----|------|-------------------|-----------------|---|-------|---------------------------------|---------|-----|-------------|----------|---------------|------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | WPLG | 07/30/12 | 08/05/12 | M-F 6a LCL News LCL 10 News @ 6am | CM | M-F 6-7am | 11111-- | :30 | 5 | \$650.00 | P-2 | 0.00 | NM | 5 | \$3,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/30/12 | 08/05/12 | 11111-- | | 5 | | | \$650.00 | | 0.00 | | | | |
| N 2 | WPLG | 08/04/12 | 08/04/12 | 9AM-Sat LCL 10 News Local 10 News Saturday (| CM | Sa 9-10am (9:00 AM-10:00 AM) | -----1- | :30 | 1 | \$500.00 | P-2 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/30/12 | 08/05/12 | -----1- | | 1 | | | \$500.00 | | 0.00 | | | | |
| N 3 | WPLG | 08/05/12 | 08/05/12 | 9a-Sun LCL 10 News 9a-Sun LCL 10 News | CM | Su 9-10am (9:00 AM-10:00 AM) | -----1 | :30 | 1 | \$500.00 | P-2 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/30/12 | 08/05/12 | -----1 | | 1 | | | \$500.00 | | 0.00 | | | | |
| N 4 | WPLG | 08/05/12 | 08/05/12 | TWISF/Michael Putney This Week in South Florid | CM | 1130a-12n | -----2 | :30 | 2 | \$500.00 | P-2 | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 07/30/12 | 08/05/12 | -----2 | | 2 | | | \$500.00 | | 0.00 | | | | |



Hiatus Dates

Order Sep 00:15:00

Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|---|-----------|-------------------|-----------------|-------------------------|-------|-----------------------|-----------------|---------------|-------------|-----------------------|-----|------------|-------------|------------------------|------------|
| N 4 | WPLG | 08/05/12 | 08/05/12 | TWISF/Michael Putney CM | | 1130a-12n | -----2 | :30 | 2 | \$500.00 | P-2 | 0.00 | NM | 2 | \$1,000.00 |
| This Week in South Florid | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 07/30/12 | 08/05/12 | -----2 | | 2 | | | \$500.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | WPLG | 07/30/12-08/05/12 | | TWISF/Michael Putney | | 1130a-12n | -----Su | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 4.5 | | | | | | | | | | | | | | | |
| 4 | WPLG | 07/30/12-08/05/12 | | TWISF/Michael Putney | | 1130a-12n | -----Su | :30 | | (\$500.00) | | 0.00 | NM | | |
| See MG 4.6 | | | | | | | | | | | | | | | |
| 5 | WPLG | 08/05/12-08/05/12 | | TWISF/Michael Putney | | 1130a-1230p | -----Su | :30 | | \$500.00 | | 0.00 | NM | | |
| (M) MG for 4.3 08/05 | | | | | | | | | | | | | | | |
| [This Week in S. FL airs 1130a-1230p Sunday 8/05] | | | | | | | | | | | | | | | |
| 6 | WPLG | 08/05/12-08/05/12 | | TWISF/Michael Putney | | 1130a-1230p | -----Su | :30 | | \$500.00 | | 0.00 | NM | | |
| (M) MG for 4.4 08/05 | | | | | | | | | | | | | | | |
| [This Week in S. FL airs 1130a-1230p Sunday 8/05] | | | | | | | | | | | | | | | |
| Totals | | | | | | | | | | | | | | 9 | \$5,250.00 |